AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable FEDER	box) AL CANDIDA	TE	☑ STATE	LLOCAL CAN	NDIDATE		
To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3							
Station and				Date:			
WRA	L-TV	; Ralei	gh	10	1-2-12		
I, Smart Media	Group	•	•				
being/on behalf	of: Pat McCrory				, a legally		
qualified candidate of the Republican political							
party for the offi	party for the office of: Governor						
in the General							
election to be he	eld on: 11/6/2012						
do hereby reque	est station time as f	follows:		·			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks		
see attached							
	Territory and Management Agents of the Control of t						
Total Char	jes: \$ 87	,9700	#7	4 7714.Sc) <i>\</i>		

For programming that, in whole national importance," list the ma	or in part, "communicates a message reatters below:	elating to any political matter of
•	the above described broadcast time has	s been turnished by:
The Pat McCrory Committee	be the best of the	
	nce the time as paid for by such person tity is either a legally qualified candida egally qualified candidate.	
The name of the treasurer of the	candidate's authorized committee is:	
Jonathan Massachi		
This station has disclosed to me	its political advertising policies, include the sales practices (not applicable to fe	
To Be Signed	By Candidate or Author	ized Committee
5/31/12 Date	July a Llan	
Date //	315141170	
To Be S	Signed By Station Repres	sentative
Aggantad	Accepted in Part	Rejected
Accepted	Li Accepted in Part	La rejettet
Dave Feler	Dave Lyles	Sales Manager
Signature	rrinted Name	i sue

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

(nam		r authorized committee) hereby cer in part) pursuant to this agreement:	
	☑ does	☐ does not	
	* * ~	te (check applicable box). I further to an opposing candidate:	certify that for the
(chec	k applicable box)		
		g contains a personal audio stateme e, the office being sought, and that t.	
	image of the candidate displayed printed state	aming contains a clearly identifiable for a duration of at least four secondent identifying the candidate, that the candidate and/or the candidate	nds, and a simultaneously t the candidate approved
		The ature of candidate or authorized committee	
	pri	nted name	date

CONTRACT



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

And:

Smart Media 101 N. Columbus Street Suite 200 Alexandria, VA 22314

	Contract / Rev	<u>rision</u>		Alt Order #		
	116662	1		06218185		
Product						
MCCRORY 10/01						
Contract Dates	Estimate #					
10/01/12 - 10/08/12	C01C07					
<u>Advertiser</u>			Ori	ginal Date /	Revision /	
Pat McCrory for Governo	т	1	0	8/16/12	/ 10/02/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	cast		Cash	
	Station	Accou	nt E	<u>xecutive</u>	Sales Office	
	WRAL	Cheryl	Bla	ir	Washington Tel	
	Special Hand	ing				
	CIA - Mark PA	/ID				
	Demographic					
	Adults 35+					
					Total Ratings	
					278.20	
	IDB#	Advert	iser	Code	Product Code	
		MCCF	O		ORDR	
	Agency Ref			Advertiser	Ref	

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpot	s	Amount
N 2 WRAL 10/05/12 10/05/12 Price is Right	11a-12p	:30	NM	1	\$850.00
CLASS 3 CANDIDATE R9.26					
Start Date End Date Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$850.00 3.70				
VVCCK, 10/01/12 10/07/12 2	*	:30	NM	1	\$1,600.00
N 4 WRAL 10/05/12 10/05/12 Young and the Restless	4-5p	:30	INIVE	'	\$1,000.00
CLASS 1 - CANDIDATE R9.26 Start Date	Rate Rating				
Week: 10/01/12 10/07/121 1	\$1,600.00 7.40				
N 5 WRAL 10/05/12 10/05/12 WRAL 5am News	5am - 5:30a	:30	NM .	1	\$400.00
CLASS 3 CANDIDATE R9.26					- **
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u> <u>Rating</u> \$400,00 3,00				
Week. 10/01/12 10/07/12 I	530-6a	:30	NM	1	\$665.00
N 6 WRAL 10/05/12 10/05/12 WRAL 5:30AM News	550-0a	.00		•	4000.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/121 1	\$665.00 3.80				
N 7 WRAL 10/05/12 10/05/12 CBS This Morning	7am - 9am	:30	NM	1	\$665.00
CLASS 3 CANDIDATE R9.26	Data Datina				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> <u>Rating</u> \$665.00 3.80				
D 8 WRAL 10/01/12 10/01/12 Price is Right	11a-12p	:30	NM	0	\$0.00
CLASS 4 - CANDIDATE	. 10. 10.				
D 9 WRAL 10/01/12 10/01/12 Young and the Restless	4-5p	:30	NM	0	\$0.00
CLASS 4 - CANDIDATE					
N 10 WRAL 10/01/12 10/01/12 WRAL 5am News	5am - 5:30a	:30	NM	1	\$150.00
CLASS 4 - CANDIDATE					
Start Date End Date Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$150.00 3.00				
Week: 10/01/12 10/07/12 1 1	530-6a	:30	NM	1	\$250.00
N 11 WRAL 10/01/12 10/01/12 WRAL 5:30AM News	220-08	.50	1.4141	•	Ψ200.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12 1 1	\$250.00 3.80		1		

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Contract / Revision Alt Order # 06218185 116662 Contract Dates Product Estimate #

C01C07

Original Date / Revision <u>Advertiser</u> 08/16/12 / 10/02/12 Pat McCrory for Governo

MCCRORY 10/01

Spots/

10/01/12 - 10/08/12

*Line Ch Start Date End Date Description	Start/End Time Days	Length Week Rate F	Rtn Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
N 12 WRAL 10/01/12 10/01/12 CBS This Morning	7am - 9am	:30	NM 1	\$175.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1	<u>Rate</u> <u>Rating</u> \$175.00 3.80			
D 13 WRAL 10/06/12 10/06/12 Sat Hour 3	10-11p	:30	NM 0	\$0.00
CLASS 3 CANDIDATE R9.26				
N 14 WRAL 10/06/12 10/06/12 CRIMINAL MINDS	1135-1235XM	:30	NM 2	\$450.00
CLASS 3 CANDIDATE R9.26 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/122 2	<u>Rate</u> <u>Rating</u> \$225.00 2.90			
D 15 WRAL 10/06/12 10/06/12 7pm News	7-730p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
N 17 WRAL 10/06/12 10/06/12 CBS This Sat Morning 8-9a	8-9a	:30	NM 1	\$445.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/01/12 10/07/121- 1	\$445.00 4.20			
D 18 WRAL 10/06/12 10/06/12 Sat Hour 2	9-10p	:30	NM 0	\$0.00
CLASS 3 CANDIDATE R9.26				
D 19 WRAL 10/07/12 10/07/12 6pm News (Sun)	6-630p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
D 20 WRAL 10/07/12 10/07/12 WRAL Sun Morning News	7-9a	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
N 21 WRAL 10/07/12 10/07/12 CBS Sunday Morning	9-1030a	:30	NM 1	\$535.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/01/12 10/07/121 1	\$535.00 4.80			
D 22 WRAL 10/07/12 10/07/12 Sun Hour 2	9-10pm	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
N 23 WRAL 10/04/12 10/04/12 David Letterman	1135p-1237a	:30	NM 1	\$400.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week	Rate Rating \$400.00 3.40			
Week: 10/01/12 10/07/121 1		.00	NINS 1	ቀራደብ ብላ
N 24 WRAL 10/04/12 10/04/12 Price is Right	11a-12p	:30	NM 1	\$850.00
CLASS 1 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week	Rate Rating			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	\$850.00 3.70			
Week, 1999 1712 1999	4-5p	:30	NM 1	\$1,600.00
N 25 WRAL 10/04/12 10/04/12 Young and the Restless	4-5p	.00		* .,
CLASS 1 CANDIDATE R9.26 Start Date	Rate Rating		i	
Week: 10/01/12 10/07/121 1	\$1,600.00 7.40			
N 26 WRAL 10/04/12 10/04/12 WRAL 5am News	5am - 5:30a	:30	NM 1	\$400.00
CLASS 3 CANDIDATE R9.26			İ	
Start Date	Rate Rating			
Week: 10/01/12 10/07/121 1	\$400.00 3.00			.
N 27 WRAL 10/04/12 10/04/12 WRAL AM News	6-7a	:30	NM 1	\$900.00
CLASS 3 CANDIDATE R9.26	5 4 5 5			
Start Date End Date Weekdays Spots/Week	Rate Rating		•	

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Contract / Revision Alt Order # 06218185 116662 **Contract Dates** Product Estimate # MCCRORY 10/01 10/01/12 - 10/08/12 C01C07

Advertiser Original Date / Revision 08/16/12 / 10/02/12 Pat McCrory for Governo

Spots/

*Line Ch Start Date End Date Description	Start/End Time Day	Spots/ ys Length Week Ra	ate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/01/12 10/07/121 1	\$900.00 5.30	-20		ሶ ድርፍ ብለ
N 28 WRAL 10/04/12 10/04/12 CBS This Morning	7am - 9am	:30	NM 1	\$665.00
CLASS 3 CANDIDATE R9.26 Start Date	Rate Rating			
Week: 10/01/12 10/07/121 1	\$665.00 3.80			
D 29 WRAL 10/04/12 10/04/12 Thu Hour 2	9-10p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				#5.00
D 30 WRAL 10/02/12 10/02/12 Price is Right	11a-12p	:30	NM 0	\$0.00
CLASS 1 CANDIDATE R9.26 D. 31 WRAL 10/02/12 10/02/12 Young and the Restless	4-5p	:30	NM 0	\$0.00
CLASS 1 CANDIDATE R9.26	4-0p	.50	TVIWI 0	Ψ0.00
N 32 WRAL 10/02/12 10/02/12 WRAL 5am News	5am - 5:30a	:30	NM 1	\$400.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$400.00 3.00			
VICOR, 10/01/12 1/0/07/12 =	6-7a	:30	NM 1	\$900.00
N 33 WRAL 10/02/12 10/02/12 WRAL AM News CLASS 3 CANDIDATE R9.26	0-7 a	.50	14141	φ300.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/01/12 10/07/12 -1 1	\$900.00 5.30			
N 34 WRAL 10/02/12 10/02/12 CBS This Morning	7am - 9am	:30	NM 1	\$665.00
CLASS 3 CANDIDATE R9.26 Start Date	Rate Rating			
Week: 10/01/12 10/07/12 -1 1	\$665.00 3.80			
D 35 WRAL 10/02/12 10/02/12 Tue Hour 1	8-9p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
D 36 WRAL 10/03/12 10/03/12 Wed Hour 3	10-11p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	44- 425	:30	1	\$850,00
N 37 WRAL 10/03/12 10/03/12 Price is Right CLASS 1 CANDIDATE R9.26	11a-12p	.30	IAIAI	Φ050,00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/01/12 10/07/121 1	\$850.00 3.70			
N 38 WRAL 10/03/12 10/03/12 Young and the Restless	4-5p	:30	NM 1	\$1,600.00
CLASS 1 CANDIDATE R9.26 Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate Rating			
Week: 10/01/12 10/07/121 1	\$1,600.00 7.40			
N 39 WRAL 10/03/12 10/03/12 WRAL 5am News	5am - 5:30a	:30	NM 1	\$400.00
CLASS 3 CANDIDATE R9.26	Rate Rating			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	\$400.00 3.00			
N 40 WRAL 10/03/12 10/03/12 WRAL 5:30AM News	530-6a	:30	NM 1	\$665.00
CLASS 3 CANDIDATE R9.26			Į	
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u> <u>Rating</u> \$665.00 3.80		j	
VICEN. 10/01/12 10/01/12 2	7am - 9am	:30	NM 1	\$665.00
N 41 WRAL 10/03/12 10/03/12 CBS This Morning CLASS 3 CANDIDATE R9.26	Tain Sain	,55		
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate Rating			
Week: 10/01/12 10/07/121 1	\$665.00 3.80		ı	

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	Contract / Revision	Alt Order #	
	116662 /	06218185	
Contract Dates	Product	Estimate #	

C01C07

Original Date / Revision Advertiser 08/16/12 / 10/02/12 Pat McCrory for Governor

MCCRORY 10/01

Spots/

10/01/12 - 10/08/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week R	ate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
D 42 WRAL 10/05/12 10/05/12 Fri Hour 3	10-11p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
D 43 WRAL 10/05/12 10/05/12 Late News	11-1135p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
N 44 WRAL 10/05/12 10/05/12 Letterman Friday	1205x-107x	:30	N™ 1	\$110.00
CLASS 3 CANDIDATE R9.26				
Start Date	Rate Rating			
Week: 10/01/12 10/07/121 1	\$110.00 3.40		<u></u>	
N 45 WRAL 10/05/12 10/05/12 Noon News	12p-1p	:30	NM 1	\$535.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week	<u>Rate Rating</u> \$535.00 5.30			
VVOCAL TO/OTITE				#260 00
N 46 WRAL 10/05/12 10/05/12 CBS Daytime (1:30-4P)	130-4p	:30	NM . 1	\$360.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week	Rate Rating			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	\$360.00 3.10		,	
N 47 WRAL 10/05/12 10/05/12 5:00 First News	5-530p	:30	NM 1	\$1,780.00
CLASS 3 CANDIDATE R9.26	С СССР	.55		, ,
Start Date <u>End Date Weekdays</u> <u>Spots/Week</u>	Rate Rating			
Week: 10/01/12 10/07/121 1	\$1,780.00 8.20			
D 48 WRAL 10/05/12 10/05/12 6pm News (M-F)	6-630p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
D 49 WRAL 10/05/12 10/05/12 Fri Hour 1	8-9p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
D 50 WRAL 10/05/12 10/05/12 Fri Hour 2	9-10p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	•			
D 51 WRAL 10/01/12 10/01/12 Mon Hour 3	10-11p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	·			No. of Proceedings
D 52 WRAL 10/01/12 10/01/12 Late News	11-1135p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	•			
D 53 WRAL 10/01/12 10/01/12 David Letterman	1135p-1237a	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	, , , , , , , , , , , , , , , , , , , ,			
D 54 WRAL 10/01/12 10/01/12 Noon News	12p-1p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	1-F 1-F			
D 55 WRAL 10/01/12 10/01/12 CBS Daytime (1:30-4P)	130-4p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE	(00 lp			
D 56 WRAL 10/01/12 10/01/12 6pm News (M-F)	6-630p	:30	NM 0	\$0.00
	0 000p			
CLASS 4 - CANDIDATE	11-1135p	:30	NM 0	\$0.00
D 57 WRAL 10/06/12 10/06/12 Late News	11-1100p		,,,,,	*****
CLASS 4 - CANDIDATE	7-730p	:30	NM 0	\$0.00
D 58 WRAL 10/06/12 10/06/12 7pm News	1-130p	.00	14141	,,,,, , , , , , , , , , , , , ,
CLASS 4 - CANDIDATE	9 On	:30	NM 1	\$890.00
N 59 WRAL 10/06/12 10/06/12 Sat Hour 1	8-9p	٠٥٠	INIVI	Ψ030.00
CLASS 3 CANDIDATE R9.26 Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate Rating			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/week</u> Week: 10/01/12 10/07/121- 1	\$890.00 4.50		[

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Alt Order # Contract / Revision 06218185 116662 Product **Contract Dates** Estimate # MCCRORY 10/01 10/01/12 - 10/08/12 C01C07

Original Date / Revision Advertiser 08/16/12 / 10/02/12 Pat McCrory for Governor

Spots/

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week F	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
D 60 WRAL 10/07/12 10/07/12 Sun Hour 3 CLASS 4 - CANDIDATE	10-11p	:30	NM 0	\$0.00
D 61 WRAL 10/07/12 10/07/12 Late News CLASS 4 - CANDIDATE	11-1135p	:30	NM 0	\$0.00
D 62 WRAL 10/07/12 10/07/12 60 Minutes CLASS 4 - CANDIDATE	7-8p	:30	NM 0	\$0.00
D 63 WRAL 10/07/12 10/07/12 Sun Hour 1 CLASS 4 - CANDIDATE	8-9p	:30	NM 0	\$0.00
D 64 WRAL 10/04/12 10/04/12 Thu Hour 3 CLASS 4 - CANDIDATE	10-11p	:30	NM 0	\$0.00
D 65 WRAL 10/04/12 10/04/12 Late News CLASS 4 - CANDIDATE	11-1135p	:30	NM 0	\$0.00
N 66 WRAL 10/04/12 10/04/12 Noon News	12p-1p	:30	NM 1	\$535.00
CLASS 3 CANDIDATE R9.26 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> <u>Rating</u> \$535.00 5.30			
D 67 WRAL 10/04/12 10/04/12 6pm News (M-F) CLASS 4 - CANDIDATE	6-630p	:30	NM 0	\$0.00
D 68 WRAL 10/04/12 10/04/12 Thu Hour 1 CLASS 4 - CANDIDATE	8-9p	:30	NM 0	\$0.00
N 69 WRAL 10/02/12 10/02/12 Tue Hour 3 CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	10-11p <u>Rate</u> <u>Rating</u> \$2,665.00 10.10	:30	NM 1	\$2,665.00
N 70 WRAL 10/02/12 10/02/12 Late News CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	11-1135p <u>Rate</u> <u>Rating</u> \$2,225.00 7.40	:30	NM 1	\$2,225.00
D 71 WRAL 10/02/12 10/02/12 David Letterman CLASS 3 CANDIDATE R9.26	1135p-1237a	:30	NM 0	\$0.00
D 72 WRAL 10/02/12 10/02/12 Noon News CLASS 3 CANDIDATE R9.26	12p-1p	:30	NM 0	\$0.00
N 73 WRAL 10/02/12 10/02/12 5:30 News CLASS 3 CANDIDATE R9.26 Start Date		:30	NM 1	\$1,780.00
Week: 10/01/12 10/07/12 -1 1 N 74 WRAL 10/02/12 10/02/12 6pm News (M-F) CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	\$1,780.00 8.20 6-630p Rate Rating \$650.00 10.80	:30	NM 1	\$650.00
D 75 WRAL 10/02/12 10/02/12 Tue Hour 2	9-10p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE D 76 WRAL 10/03/12 10/03/12 Late News	11-1135p	:30	NM 0	\$0.00
CLASS 3 CANDIDATE R9.26 N 77 WRAL 10/03/12 10/03/12 David Letterman CLASS 3 CANDIDATE R9.26	1135p-1237a	:30	NM 1	\$400.00

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Advertiser Original Date / Revision

Pat McCrory for Governo 08/16/12 / 10/02/12

Spots/

*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1	<u>Rate</u> <u>Rating</u> \$400.00 3.40			
N 78 WRAL 10/03/12 10/03/12 Noon News	12p-1p	:30	NM 1	\$535.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1	<u>Rate</u> <u>Rating</u> \$535.00 5.30		,	
N 79 WRAL 10/03/12 10/03/12 CBS Daytime (1:30-4P)	130-4p	:30	NM 1	\$360.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	Rate Rating \$360.00 3.10			
N 80 WRAL 10/03/12 10/03/12 5:00 First News	5-530p	:30	NM 1	\$1,780.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	<u>Rate</u> <u>Rating</u> \$1,780.00 8.20			
D 81 WRAL 10/03/12 10/03/12 6pm News (M-F)	6-630p	:30	NM 0	\$0.00
CLASS 4 - CANDIDATE				
N 82 WRAL 10/01/12 10/07/12 WRAL 6a News Sat	6-8a	:30	NM 1	\$400.00
CLASS 3 CANDIDATE R9.26 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/12S- 1	<u>Rate</u> <u>Rating</u> \$400.00 0.00			
N 83 WRAL 10/05/12 10/07/12 The Insider (1-130p)	1-130p	:30	NM 1	\$335.00
CLASS 3 CANDIDATE R9.26	. ,			,
Week: 10/01/12	<u>Rate</u> <u>Rating</u> \$335.00 3.50			
N 84 WRAL 10/05/12 10/05/12 WRAL AM News	6-7a	:30	NM 1	\$900.00
CLASS 3 CANDIDATE R9.26 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12F 1	<u>Rate</u> <u>Rating</u> \$900.00 5.30			
N 85 WRAL 10/05/12 10/05/12 Inside Edition	7-730P	:30	· NM 1	\$975.00
CLASS 3 CANDIDATE R9.26				
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 F 1	<u>Rate</u> <u>Rating</u> \$975.00 7.60			
N 86 WRAL 10/05/12 10/05/12 Entertaiment Tonight	730-8P	:30	N M 1	\$975.00
CLASS 3 CANDIDATE R9.26 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12F 1	<u>Rate</u> <u>Rating</u> \$975.00 5.60		1	
N 87 WRAL 10/05/12 10/05/12 Dr. Phil	9-10a	:30	NM 1	\$335.00
CLASS 3 CANDIDATE R9.26 Start Date	Rate Rating			
N 88 WRAL 10/04/12 10/04/12 The Insider (1-130p)	1-130p	:30	NM 1	\$335.00
CLASS 3 CANDIDATE R9.26	1 100p	.55	,	4000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1	<u>Rate</u> <u>Rating</u> \$335.00 3.50			
N 89 WRAL 10/04/12 10/04/12 5:00 First News	5-530p	:30	NM · 1	\$1,780.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 T 1	<u>Rate</u> <u>Rating</u> \$1,780.00 8.20			
N 90 WRAL 10/04/12 10/04/12 WRAL 5:30AM News CLASS 3 CANDIDATE R9.26	530-6a	:30	NM 1	\$665.00

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Contract / Revision Alt Order # 116662 06218185

Contract Dates Product Estimate # 10/01/12 - 10/08/12 MCCRORY 10/01 C01C07

Advertiser Original Date / Revision 08/16/12 / 10/02/12 Pat McCrory for Governo

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time Da	ays Length Week	Rate Rtn Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 T 1	<u>Rate Rating</u> \$665.00 3.80				
N 91 WRAL 10/04/12 10/04/12 Inside Edition	7-730P	:30	NM	0	\$0.00
CLASS 3 CANDIDATE R9.26					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	<u>Rate Rating</u> \$975.00 7.60				
Spot Ch Date Range Description		ekdays Length	Rate Rtg Type		
1 WRAL 10/01/12-10/07/12 Inside Edition		Th :30	\$ 975.00 7.60 NM		
Credited					
N 92 WRAL 10/04/12 10/04/12 Entertaiment Tonight	730-8P	:30	NM	1	\$975.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week	Rate Rating				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	\$975.00 5.60				
N 93 WRAL 10/04/12 10/04/12 Dr. Phil	9-10a	:30	NM	1	\$335.00
CLASS 3 CANDIDATE R9.26					
Start Date	Rate Rating				
Week: 10/01/12 10/07/12T 1	\$335.00 3.60	-00) is a	•	#
N 94 WRAL 10/03/12 10/03/12 David Letterman	1135p-1237a	:30	NM	2	\$800.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12W 2	\$400.00 3.40				
N 95 WRAL 10/03/12 10/03/12 5:00 First News	5-530p	:30	NM	1	\$1,780.00
CLASS 3 CANDIDATE R9.26	D.C. D.C.				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/12W 1	<u>Rate</u> <u>Rating</u> \$1,780.00 8.20				
N 96 WRAL 10/03/12 10/03/12 5:30 News	530-6p	:30	NM	1	\$1,780.00
CLASS 3 CANDIDATE R9.26					, .,
Start Date End Date Weekdays Spots/Week					
Week: 10/01/12 10/07/12W 1	\$1,780.00 8.20		116.4	_	4555.55
N 97 WRAL 10/03/12 10/03/12 WRAL AM News	6-7a	:30	MM	1	\$900.00
CLASS 3 CANDIDATE R9.26 Start Date <u>End Date Weekdays</u> <u>Spots/Week</u>	Rate Rating				
Week: 10/01/12 10/07/12W 1	\$900.00 5.30				
N 98 WRAL 10/03/12 10/03/12 Inside Edition	7-730P	:30	NM	0	\$0.00
CLASS 3 CANDIDATE R9.26	D.C. D.C.				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12w 1	<u>Rate</u> <u>Rating</u> \$975.00 7.60				
Spot Ch Date Range Description	•	ekdays <u>Length</u>	<u>Rate</u> <u>Rtg</u> <u>Type</u>		
1 WRAL 10/01/12-10/07/12 Inside Edition	7-730P	-W ;30	\$ 975.00 7.60 NM		
Credited					
N 99 WRAL 10/03/12 10/03/12 Entertaiment Tonight	730-8P	:30	NM	0	\$0.00
CLASS 3 CANDIDATE R9.26 Start Date	Rate Rating				
Week: 10/01/12 10/07/12W 1	\$975.00 5.60				
Spot Ch Date Range Description		eekdays <u>Length</u>	Rate Rtg Type		
1 WRAL 10/01/12-10/07/12 Entertaiment Tonight	730-8P	-W: :30	\$ 975.00 5.60 NM		
Credited Dr. 1002/12	9-10a	:30	NM	1	\$335.00
N 100 WRAL 10/03/12 10/03/12 Dr. Phil CLASS 3 CANDIDATE R9.26	3-10a	υυ,	14141	'	Ψ000.00
Start Date End Date Weekdays Spots/Week	Rate Rating				

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08/16/12 / 10/02/12



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

Contract / Revision Alt Order # 06218185 116662 Contract Dates Product Estimate # MCCRORY 10/01 C01C07 10/01/12 - 10/08/12 Original Date / Revision Advertiser

Pat McCrory for Governo

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 w 1	<u>Rate</u> <u>Rating</u> \$335.00 3.60				
N 101 WRAL 10/03/12 10/05/12 WRAL 4:30am News	4:30a - 5am	:30	NM	1	\$100.00
CLASS 3 CANDIDATE R9.26	Data Dating				
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12wTF1	<u>Rate</u> <u>Rating</u> \$100.00 0.00	**************************************			
N 102 WRAL 10/03/12 10/05/12 Wed Hour 1	8-9p	:30	NM	1	\$3,555.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12w 1	Rate Rating \$3,555.00 0.00				
N 103 WRAL 10/03/12 10/05/12 Thu Hour 1	8-9p	:30	NM	1	\$4,000.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 T 1	<u>Rate</u> <u>Rating</u> \$4,000.00 0.00				
N 104 WRAL 10/03/12 10/05/12 Thu Hour 2	9-10p	:30	NM	1	\$3,555.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 T 1	Rate Rating \$3,555.00 0.00				
N 105 WRAL 10/03/12 10/05/12 Thu Hour 3	10-11p	:30	NM	1	\$3,335.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 T 1	Rate Rating \$3,335.00 0.00				
N 106 WRAL 10/03/12 10/05/12 Fri Hour 1	8-9p	:30	MM	1	\$2,225.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 F 1	Rate Rating \$2,225.00 0.00				
N 107 WRAL 10/03/12 10/05/12 Fri Hour 2	9-10p	:30	MM	1	\$2,225.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12F 1	Rate Rating \$2,225.00 0.00				
N 108 WRAL 10/03/12 10/05/12 Fri Hour 3	10-11p	:30	NM	2	\$5,330.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 F 2	Rate Rating \$2,665.00 0.00				
N 109 WRAL 10/06/12 10/06/12 Sat Hour 1	8-9p	:30	NM	2	\$1,780.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 2	Rate Rating \$890.00 0.00				
N 110 WRAL 10/06/12 10/06/12 CRIMETIME SATURDAY	9-10p	:30	NM	1	\$1,110.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1	Rate Rating \$1,110.00 0.00	and the second			
N 111 WRAL 10/06/12 10/06/12 Sat Hour 3	10-11p	:30	NM	1	\$1,110.00
CLASS 3 CANDIDATE R9.26 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	Rate Rating \$1,110.00 0.00				40
N 112 WRAL 10/06/12 10/06/12 ACC Blitz Pre-Game	12p - 12:30p	:30	NM	1	\$265.00
CLASS 3 CANDIDATE R9.26 Start Date	Rate Rating				

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08/16/12 / 10/02/12

77

278.20

Totals

\$84,890.00



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

	Contract / Revision 116662 /	Alt Order # 06218185
Contract Dates 10/01/12 - 10/08/12	Product MCCRORY 10/01	Estimate # C01C07
Advertiser	Original Date / Revision	

Spots/ Length Week Days Rate Rtn Type Spots Amount Start/End Time Ch Start Date End Date Description *Line Spots/Week Start Date End Date Weekdays Rate Rating \$265.00 0.00 10/07/12 Week: 10/01/12 NM \$700.00 :30 1 10/06/12 ACC Football 12N-330P N 113 WRAL 10/06/12 **CLASS 4 CANDIDATE R9.26** Rate Rating End Date Spots/Week Start Date Weekdays \$700.00 0.00 Week: 10/01/12 10/07/12 1p - 4:30p :30 NM \$1,500.00 NFL Football (Early) N 114 WRAL 10/07/12 10/07/12 CLASS 4 CANDIDATE R9.26 Spots/Week Rate Rating Start Date End Date Weekdays \$1,500.00 0.00 Week: 10/01/12 10/07/12 1 NM .. \$2,000.00 :30 1 N 115 WRAL 10/07/12 10/07/12 NFL (Late) 4-730p CLASS 4 CANDIDATE R9.26 Start Date End Date Spots/Week <u>Rate</u> Rating Weekdays 1 \$2,000.00 Week: 10/01/12 10/07/12 \$3,335.00 :30 NM 1 8-9p Mon Hour 1 10/08/12 N 116 WRAL 10/08/12 CLASS 3 CANDIDATE R9.26 Spots/Week Rate Rating Start Date End Date <u>Weekdays</u> 0.00 Week: 10/08/12 1 \$3,335.00 10/14/12 :30 NM \$3,335.00 9-10p 10/08/12 Mon Hour 2 N 117 WRAL 10/08/12 CLASS 3 CANDIDATE R9.26 Spots/Week Rating Start Date End Date Weekdays 1 \$3,335.00 0.00 Week: 10/08/12 10/14/12 M----NM \$75.00 1235-135a :30 10/07/12 The Closer 118 WRAL 10/07/12 CLASS 4 CANDIDATE R9.26 End Date Spots/Week <u>Rate</u> Rating <u>Weekdays</u> Start Date \$75.00 0.00 Week: 10/01/12 10/07/12 ----5 1

Pat McCrory for Governor

Gross Amount Net Amount # of Spots Time Period 77 \$84,890.00 \$72,156.50 10/01/12 -10/08/12 \$72,156.50 Totals 77 \$84,890.00

Signature:	Date:	

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